



U.S. Mint Announces Program to Encourage Citizens to Re-circulate Coins

March 16, 2000

Americans Who Cash In Loose Change To Receive Golden Dollars

WASHINGTON, D.C. — The United States Mint yesterday announced an agreement with Coinstar Inc. aimed at encouraging Americans to put back into circulation their uncounted and unrolled coins — and to promote the use of the new Golden Dollar. The promotion, from March 15 through April 22, will reward customers who bring in at least \$20 in coins to a Coinstar machine in their neighborhood with a coupon good for two new Golden Dollars.

To announce the agreement, U.S. Mint Director Philip N. Diehl joined NASDAQ Senior Vice President Charles Balfour, Coinstar President and Chief Executive Officer Dan Gerrity and Coinstar Vice President of Marketing Rich Stillman, and representatives from the supermarket industry at the opening of the NASDAQ stock market in Times Square in New York City.

“This promotion was attractive to us for several reasons,” said U.S. Mint Director Philip N. Diehl. “First, it helps us raise public awareness for the Golden Dollar. Second, the additional coins it brings back into circulation allow us to shift more of our production to Golden Dollars to meet the extraordinary demand for the new coin. And third, it allows thousands of grocers and other retailers to immediately participate in the business opportunity offered by the Golden Dollar.”

Consumers who recycle at least \$20 worth of change through a Coinstar machine will receive a voucher that they may immediately redeem for cash or groceries and a special form, which they will mail in to receive two Golden Dollars from Coinstar within 10–14 business days.

Coinstar will launch a national advertising campaign during March and April to support the promotion.

ADDITIONAL RESOURCES:

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United States Mint – Connecting America through Coins

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